21ST CENTURY WORKFORCE INITIATIVE REGION 7B CONSORTIUM EXECUTIVE STEERING COMMITTEE (ESC) AND STAKEHOLDERS

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**ANNUAL PLANNING INFORMATION REPORT
MICHIGAN WORKS! REGION 7B
EMPLOYMENT AND TRAINING CONSORTIUM**
Planning Year 2007

Prepared by

**MICHIGAN DEPARTMENT OF LABOR &
ECONOMIC GROWTH**
Bureau of Labor Market Information and Strategic Initiatives

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Preface

The Annual Planning Information Report, published by the Michigan Department of Labor & Economic Growth (DLEG), Bureau of Labor Market Information and Strategic Initiatives, is an attempt to fulfill many of the data needs required by local planners. An Annual Planning Information Report is prepared for each of the state's 25 Michigan Works Agencies (MWA). Data prepared by the DLEG along with information from other agencies has been published in the report in order to facilitate the local planning process.

This information was developed to meet current planning guidelines and is the most comprehensive program year data currently available. The Bureau of Labor Market Information & Strategic Initiatives staff utilized various data resources to estimate or project area planning information. In order to facilitate the use of this package, a glossary of terms section is included. Data limitations, interpretation and application are discussed in the table description section. User questions and suggestions are welcome.

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ECONOMIC TRENDS

POPULATION

The understanding of general population trend indicators is essential for human resource planning and development. Characteristics of the general population are a function of the special populations addressed in most human resource programs and have important implications for both current and future employment and training policy. The size and age distribution of an area's population has a major influence on its labor supply.

Table 1: Population Trends – 2000 - 2005 - Region 7B MWA

Area	2000	2005	2000 – 2005 Numeric Change	2000 - 2005 Percent Change
Region 7B MWA	**148,997**	**150,992**	**1,995**	**1.3**
Arenac County	17,269	17,154	-115	-0.7
Clare County	31,252	31,653	401	1.3
Gladwin County	26,023	27,209	1,186	4.6
Iosco County	27,339	26,992	-347	-1.3
Ogemaw County	21,645	21,905	260	1.2
Roscommon County	25,469	26,079	610	2.4
Michigan	**9,938,444**	**10,120,860**	**182,416**	**1.8**
United States	**281,421,906**	**296,410,404**	**14,988,498**	**5.3**

Source: U.S. Bureau of the Census

Table 2: Population Change by Demographic Group - 1990 - 2000 - Region 7B MWA

Demographic Group	1990	2000	1990 - 2000 Percent Change
Total Population	**130,445**	**148,997**	**14.2**
Age			
14-18	8,469	10,490	23.9
19-21	4,698	4,125	-12.2
22-54	51,687	59,583	15.3
55-64	15,256	20,389	33.7
65 Plus	23,502	29,041	23.6
Sex			
Male	64,121	73,860	15.2
Female	66,324	75,137	13.3
Race/Ethnic			
White	128,106	144,862	13.1
Black or African American	756	674	-10.8
Native American	882	1,006	14.1
Asian/Pacific Islander	442	498	12.7
Some Other Race	259	327	26.3
Two or More Races	NA	1,630	NA
Hispanic	990	1,552	56.8

Source: U.S. Bureau of the Census

Table 3: Population Distribution by Demographic Group - 2000 – Region 7B MWA

Demographic Group	2000	Percent Distribution
Total Population	**148,997**	100.0
Age		
14-18	10,490	7.0
19-21	4,125	2.8
22-54	59,583	40.0
55-64	20,389	13.7
65 Plus	29,041	19.5
Sex		
Male	73,860	49.6
Female	75,137	50.4
Race/Ethnic		
White	144,862	97.2
Black or African American	674	0.5
Native American	1,006	0.7
Asian/Pacific Islander	498	0.3
Some Other Race	327	0.2
Two or More Races	1,630	1.1
Hispanic	1,552	1.0

Source: U.S. Bureau of the Census

LABOR FORCE

Changes in the size of the civilian labor force and its component parts of employed and unemployed follow trends in population and economic development. Labor force information can be used by human resource planners to gauge the number of individuals experiencing unemployment problems and to increase the responsiveness of training programs to changing conditions. Strong labor force growth rates are increasingly important to ensure adequate local labor supply.

Table 4: Labor Force Trends - 2002 – 2006 - Region 7B MWA

Area	2002	2004	2006	2002 – 2006 Percent Change
Region 7B MWA	**62,100**	**63,175**	**65,750**	**5.9**
Arenac County	7,500	7,950	7,950	6.0
Clare County	12,775	13,650	13,850	8.4
Gladwin County	10,975	11,250	11,275	2.7
Iosco County	10,725	10,750	10,900	1.6
Ogemaw County	9,675	9,925	10,125	4.7
Roscommon County	10,450	9,650	11,650	11.5
Michigan	**5,049,000**	**5,073,000**	**5,110,000**	**1.2**
United States	**144,863,000**	**147,401,000**	**151,428,000**	**4.5**

Source: Michigan Department of Labor & Economic Growth
             Bureau of Labor Market Information and Strategic Initiatives

Table 5: Employment Trends - 2002 - 2006 – Region 7B MWA

Area	2002	2004	2006	2002 - 2006 Percent Change
Region 7B MWA	**56,875**	**58,750**	**59,850**	**5.2**
Arenac County	6,850	7,150	7,175	4.7
Clare County	11,750	12,325	12,475	6.2
Gladwin County	10,100	10,075	10,250	1.5
Iosco County	9,650	9,725	9,925	2.8
Ogemaw County	8,875	9,075	9,350	5.4
Roscommon County	9,650	10,400	10,675	10.6
Michigan	**4,734,000**	**4,717,000**	**4,764,000**	**0.6**
United States	**136,485,000**	**139,252,000**	**144,427,000**	**5.8**

Source: Michigan Department of Labor & Economic Growth
     Bureau of Labor Market Information and Strategic Initiatives

Table 6: Unemployment Rates (%) - 2000- 2006 - Region 7B MWA

Area	2000	2002	2004	2006	2000 – 2006 Rate Change
Region 7B MWA	**5.6**	**8.4**	**9.5**	**9.0**	**3.4**
Arenac County	5.7	8.9	9.9	9.8	4.1
Clare County	5.4	8.0	9.7	9.9	4.5
Gladwin County	5.2	8.0	10.4	9.2	4.0
Iosco County	6.4	9.9	9.7	9.1	2.7
Ogemaw County	5.3	8.2	8.6	7.8	2.5
Roscommon County	5.4	7.5	8.4	8.3	2.9
Michigan	**3.7**	**6.2**	**7.0**	**6.8**	**3.1**
United States	**4.0**	**5.8**	**5.5**	**4.6**	**0.6**

Source: Michigan Department of Labor & Economic Growth
     Bureau of Labor Market Information and Strategic Initiatives

Table 7: Civilian Labor Force by Demographic Group - 2000 - Region 7B MWA

Demographic Group	Civilian Labor Force	Total Employment	Total Unemployment	Unemployment Rate
Total	**60,608**	**55,378**	**5,230**	**8.6**
Male 16+	**32,139**	**28,894**	**3,245**	**10.1**
16-19	1,963	1,494	469	23.9
20-24	2,633	2,233	400	15.2
25-54	22,397	20,472	1,925	8.6
55-64	3,986	3,664	322	8.1
65 Plus	1,160	1,031	129	11.1
Female 16+	**28,469**	**26,484**	**1,985**	**7.0**
16-19	1,829	1,455	374	20.4
20-24	2,374	2,078	296	12.5
25-54	20,128	19,053	1,075	5.3
55-64	3,188	3,049	139	4.4
65 Plus	950	849	101	10.6
Race/Sex				
White Male	31,448	28,312	3,136	10.0
White Female	27,657	25,750	1,907	6.9
Black Male	49	35	14	28.6
Black Female	68	64	4	5.9
Asian Male	71	69	2	2.8
Asian Female	117	115	2	1.7
Other Male	56	50	6	10.7
Other Female	78	72	6	7.7
Hispanic Male	266	235	31	11.7
Hispanic Female	302	273	29	9.6

Source: U.S. Bureau of the Census

INDUSTRY EMPLOYMENT

The industrial distribution of jobs has implications for a region's income potential and is an indicator of regional economic diversification. Identifying a region's high growth industries provides clues to sources of new area jobs and has implications for program planning.

Table 8: Private Industry Employment Trends - 2003 - 2006 - Region 7B MWA*

Industry	Second Quarter 2003 Employment	Second Quarter 2006 Employment	2003 - 2006 Percent Change
Total Employment	**29,900**	**30,558**	**2.2**
Natural Resources & Construction	2,623	2,370	-9.6
Manufacturing	4,182	4,264	2.0
Trade, Transportation & Utilities	8,176	8,477	3.7
Information	367	312	-15.0
Financial Activities	1,465	1,423	-2.8
Professional & Business Services	1,479	1,600	8.2
Educational & Health Services	4,769	5,273	10.6
Leisure & Hospitality	5,432	5,380	-0.9
Other Services	1,137	1,226	7.8

Source: Michigan Department of Labor & Economic Growth
              Bureau of Labor Market Information and Strategic Initiatives
              Quarterly Census of Employment & Wages – ES 202

         * Alcona County included in data.

Table 9: Top Ten Private Industry Employers – 2nd Qtr. 2006 - Region 7B MWA

Industry	Number	Percent of Total
Food Services and Drinking Places	4,010	13.1
Ambulatory Health Care Services	1,928	6.3
Nursing and Residential Care Facilities	1,525	5.0
Hospitals	1,402	4.6
General Merchandise Stores	1,392	4.6
Transportation Equipment Manufacturing	1,207	4.0
Specialty Trade Contractors	1,097	3.6
Food and Beverage Stores	1,073	3.5
Machinery Manufacturing	1,036	3.4
Motor Vehicle and Parts Dealers	926	3.0

Source: Michigan Department of Labor & Economic Growth
             Bureau of Labor Market Information and Strategic Initiatives

Table 10: Top Ten Industries by Percent Job Growth – 2nd Qtr. 2003 - 2006 - Region 7B

Industry	Numeric Growth	Percent Growth
Support Activities for Transportation	114	126.7
Couriers and Messengers	59	86.4
Chemical Manufacturing	123	74.2
General Merchandise Stores	581	71.7
Fabricated Metal Product Manufacturing	171	35.4
Miscellaneous Store Retailers	78	33.6
Ambulatory Health Care Services	361	23.1
Religious, Civic, Professional Organizations	84	19.9
Accommodation	114	18.6
Building Material & Garden Equipment	96	12.9

Source: Michigan Department of Labor & Economic Growth
             Bureau of Labor Market Information and Strategic Initiatives

Table 11: Declining Industries – 2nd Qtr. 2003 - 2006 – Region 7B MWA

Industry	2nd Quarter 2003 Employment	2nd Quarter 2006 Employment	2003 - 2006 Numeric Change	2003 - 2006 Percent Change
Plastics & Rubber Prod. Mfg.	568	130	-438	-77.2
Food and Beverage Stores	1,699	1,073	-625	-36.8
Telecommunications	144	101	-43	-30.0
Machinery Manufacturing	1,277	1,036	-241	-18.9
Whls Elec Agents and Brokers	225	189	-36	-16.0
Construction of Buildings	689	586	-103	-15.0
Clothing and Accessories Stores	387	342	-45	-11.6
Merchant Whls, Nondr. Goods	235	212	-23	-9.7
Gasoline Stations	934	845	-89	-9.5
Specialty Trade Contractors	1,210	1,097	-114	-9.4

Source: Michigan Department of Labor & Economic Growth
            Bureau of Labor Market Information and Strategic Initiatives

LABOR SUPPLY

The availability of labor is a key regional economic factor. A sufficient supply of skilled labor is necessary for continued economic development, as firms locate or expand in a region. Potential labor supply is derived from several sources, including current workers, the unemployed, recent graduates entering the work force, and persons reentering the work force seeking employment.

Table 12: Number of Unemployed - 2005 - 2006 – Region 7B MWA

Area	2005	2006	2005 – 2006 Percent Change
Region 7B MWA	**5,625**	**5,950**	**5.8**
Arenac County	725	775	6.9
Clare County	1275	1,375	7.8
Gladwin County	1075	1,050	-2.3
Iosco County	950	1,000	5.3
Ogemaw County	725	775	6.9
Roscommon County	900	975	8.3
Michigan	**344,000**	**346,000**	**0.6**
United States	**7,591,000**	**7,001,000**	**-7.8**

Source: Michigan Department of Labor & Economic Growth
             Bureau of Labor Market Information and Strategic Initiatives

Table 13: High School Graduates in Michigan by County – 2003-2004 & 2004-2005 School Years

County	2003-2004 School Year	2004-2005 School Year	County	2003-2004 School Year	2004-2005 School Year
Alcona	65	64	Grand Traverse	961	960
Alger	123	98	Gratiot	461	497
Allegan	1,214	1,255	Hillsdale	493	463
Alpena	381	341	Houghton	446	428
Antrim	307	316	Huron	485	457
Arenac	202	221	Ingham	2,916	2,993
Baraga	102	86	Ionia	844	783
Barry	527	576	Iosco	361	395
Bay	1,065	1,179	Iron	123	142
Benzie	160	167	Isabella	455	447
Berrien	1,683	1,713	Jackson	1,503	1,494
Branch	441	451	Kalamazoo	2,104	1,946
Calhoun	1,401	1,328	Kalkaska	176	190
Cass	398	416	Kent	5,793	5,830
Charlevoix	339	328	Keweenaw	0	0
Cheboygan	266	293	Lake	53	33
Chippewa	404	375	Lapeer	953	1,023
Clare	322	358	Leelanau	229	192
Clinton	756	769	Lenawee	1,260	1,191
Crawford	118	155	Livingston	2,034	2,003
Delta	536	513	Luce	81	67
Dickinson	377	350	Mackinaw	114	119
Eaton	1,231	1,145	Macomb	8,354	8,427
Emmet	441	428	Manistee	278	257
Genesse	4,418	4,423	Marquette	726	650
Gladwin	263	249	Mason	409	377
Gogebic	152	181	Mecosta	426	430

Table 13: High School Graduates in Michigan by County - 2003-2004 & 2004-2005 School Years

County	2003-2004 School Year	2004-2005 School Year	County	2003-2004 School Year	2004-2005 School Year
Menominee	297	287	Ottawa	2,797	2,813
Midland	946	1,102	Presque Isle	157	175
Missaukee	169	167	Roscommon	225	224
Monroe	1,749	1,666	Saginaw	2,090	1,783
Montcalm	849	799	St. Clair	1,939	1,825
Montmorency	63	95	St. Joseph	771	681
Muskegon	1,862	1,910	Sanilac	628	618
Newaygo	600	617	Schoolcraft	80	77
Oakland	12,100	12,776	Shiawassee	1,003	926
Oceana	257	293	Tuscola	894	741
Ogemaw	176	210	Van Buren	1,095	1,086
Ontonagon	105	76	Washtenaw	2,962	3,064
Osceola	388	346	Wayne	17,223	17,469
Oscoda	73	86	Wexford	345	356
Otsego	285	286	Michigan	101,858	102,126

Source: Michigan Department of Education

Table 14: Community College Graduates in Michigan by County - 03-04 & 04-05 School Years

County	2003-2004 School Year	2004-2005 School Year	County	2003-2004 School Year	2004-2005 School Year
Alcona	---	---	Grand Traverse	425	447
Alger	---	---	Gratiot	---	---
Allegan	---	---	Hillsdale	---	---
Alpena	378	324	Houghton	---	---
Antrim	---	---	Huron	---	---
Arenac	---	---	Ingham	2,217	2,408
Baraga	---	---	Ionia	---	---
Barry	---	---	Iosco	---	---
Bay	---	---	Iron	---	---
Benzie	---	---	Isabella	---	---
Berrien	344	318	Jackson	571	645
Branch	---	---	Kalamazoo	952	1,056
Calhoun	841	885	Kalkaska	---	---
Cass	311	291	Kent	1,301	1,388
Charlevoix	---	---	Keweenaw	---	---
Cheboygan	---	---	Lake	---	---
Chippewa	---	---	Lapeer	---	---
Clare	235	220	Leelanau	---	---
Clinton	---	---	Lenawee	---	---
Crawford	---	---	Livingston	---	---
Delta	389	484	Luce	---	---
Dickinson	---	---	Mackinaw	---	---
Eaton	---	---	Macomb	2,725	2,801
Emmet	181	233	Manistee	---	---
Genesse	868	883	Marquette	---	---
Gladwin	---	---	Mason	194	154
Gogebic	187	195	Mecosta	---	---

Table 14: Community College Graduates in Michigan by County - 03-04 & 04-05 School Years

County	2003-2004 School Year	2004-2005 School Year	County	2003-2004 School Year	2004-2005 School Year
Menominee	---	---	Ottawa	---	---
Midland	---	---	Presque Isle	---	---
Missaukee	---	---	Roscommon	286	292
Monroe	432	482	Saginaw	1,442	1,616
Montcalm	201	190	St. Clair	643	647
Montmorency	---	---	St. Joseph	249	251
Muskegon	420	506	Sanilac	---	---
Newaygo	---	---	Schoolcraft	---	---
Oakland	2,015	2,068	Shiawassee	---	---
Oceana	---	---	Tuscola	---	---
Ogemaw	---	---	Van Buren	---	---
Ontonagon	---	---	Washtenaw	1,603	1,674
Osceola	---	---	Wayne	3,179	3,430
Oscoda	---	---	Wexford	---	---
Otsego	---	---	Michigan	22,589	23,888

Source: Michigan Department of Education

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Table 15: Talent Bank Applicants – 3rd Qtr. 2006 – Region 7B MWA

Occupational Group	Applicants	Percent Distribution
Total, All Occupations	**10,850**	**100.0**
Management	821	7.6
Business and Financial Operations	131	1.2
Computer and Mathematical	50	0.5
Architecture and Engineering	144	1.3
Life, Physical, and Social Science	19	0.2
Community and Social Services	87	0.8
Legal	16	0.1
Education, Training, and Library	107	1.0
Arts, Design, Entertainment, Sports, and Media	117	1.1
Healthcare Practitioners and Technical	181	1.7
Healthcare Support	654	6.0
Protective Service	196	1.8
Food Preparation and Serving Related	1,042	9.6
Building and Grounds Cleaning and Maintenance	1,060	9.8
Personal Care and Service	202	1.9
Sales and Related	997	9.2
Office and Administrative Support	1,175	10.8
Farming, Fishing, and Forestry	43	0.4
Construction and Extraction	1,700	15.7
Installation, Maintenance, and Repair	381	3.5
Production	947	8.7
Transportation and Material Moving	780	7.2

Source: Michigan Department of Labor & Economic Growth
         Bureau of Labor Market Information and Strategic Initiatives

OCCUPATIONAL EMPLOYMENT

OCCUPATIONAL OUTLOOK

Occupational demand forecasts are a critical information source for human resource planning and development. Forecasts allow the identification of growth or declining occupations and expected levels of annual job openings by occupation. Favorable high demand, high wage occupations can be targeted for training program design and job placement.

Table 16: Employment Forecast By Major Occupational Category- 2002 - 2012 – Region 7B

Occupational Category	2002	2012	Employment Growth	
			Number	**Percent**
Total, All Occupations	**49,570**	**54,235**	**4,665**	**9.4**
Management	3,645	3,800	155	4.2
Professional	5,980	6,650	670	11.2
Health Care	4,050	4,960	910	22.5
Service	10,275	11,550	1,275	12.4
Sales	6,875	7,545	670	9.8
Administrative Support	6,230	6,410	180	2.9
Farm	1,255	1,215	-40	-3.0
Construction and Repair	4,720	5,260	540	11.4
Production	3,810	3,925	115	3.0
Transportation	2,730	2,925	195	7.1

Source: Michigan Department of Labor & Economic Growth
            Bureau of Labor Market Information and Strategic Initiatives

Table 17: Annual Job Openings by Major Occupational Category - 2002 – 2012 – Region 7B

Occupations	Total Openings	Growth	Replacement
Total, All Occupations	**1,685**	**467**	**1,219**
Management	65	15	50
Professional	186	67	119
Health Care	162	92	70
Service	440	127	313
Sales	298	67	231
Administrative Support	176	18	157
Farm	33	0	33
Construction and Repair	151	53	98
Production	104	11	92
Transportation	76	19	57

Source: Michigan Department of Labor & Economic Growth
          Bureau of Labor Market Information and Strategic Initiatives

Table 18: Fastest Growing Occupations - 2002 - 2012 – Region 7B

Occupations	Employment Change	
	Number	**Percent**
Medical Assistants	60	41.6
Computer Specialists	70	35.7
Home Health Aides	100	33.7
Personal and Home Care Aides	90	32.7
Registered Nurses	200	27.0
Nursing, Psychiatric, and Home Health Aides	290	26.1
Counter and Rental Clerks	45	26.0
Nursing Aides, Orderlies, and Attendants	185	23.4
Health Diagnosing and Treating Practitioners	310	22.2
Operations Specialties Managers	40	21.0

Source: Michigan Department of Labor & Economic Growth
          Bureau of Labor Market Information and Strategic Initiatives

Table 19: Occupations with Largest Numeric Growth - 2002 - 2012 – Region 7B

Occupations	Employment Change	
	Number	**Percent**
Retail Salespersons	220	13.8
Registered Nurses	200	27.0
Nursing Aides, Orderlies & Attendants	185	23.4
Combined Food Prep. & Serving Workers	180	17.8
Janitors & Cleaners Except Housekeeping	135	17.4
Truck Drivers, Heavy & Tractor-Trailer	135	16.3
Waiters & Waitresses	125	12.7
Cashiers	120	5.4
Carpenters	105	9.8
Home Health Aides	100	33.7

Source: Michigan Department of Labor & Economic Growth
            Bureau of Labor Market Information and Strategic Initiatives

Table 20: High Demand - High Wage Occupations – Region 7B

Occupations	Growth Rate	Annual Openings	Wages
Registered Nurses	27.0	36	$ 22.53
Accountants and Auditors	20.6	8	$ 28.75
Sales Representatives	20.2	21	$ 22.36
General and Operations Managers	14.5	12	$ 42.97
Physician Assistants	53.3	3	$ 33.25
Medical & Health Services Managers	24.7	4	$ 27.69
Sales Managers	27.5	2	$ 41.94
Physical Therapists	34.2	1	$ 27.80
Financial Managers	24.6	3	$ 38.16
Chief Executives	15.8	4	$ 61.76

Source: Michigan Department of Labor & Economic Growth
            Bureau of Labor Market Information and Strategic Initiatives

APPENDICES

Table 21: Population Living Below the Poverty Level - 1999 - Region 7B MWA

	Total	White	Black	Native American	Asian Pacific Islander	Some Other Race	Two or More Races	Hispanic
Total	**14,839**	**14,108**	**36**	**162**	**40**	**50**	**275**	**168**
15	416	394	0	0	2	2	16	2
16-17	765	692	0	7	2	5	30	29
18-24	2,007	1,846	5	27	5	10	64	50
25-34	2,282	2,191	14	12	11	4	24	26
35-44	2,770	2,657	6	23	4	14	44	22
45-54	2,150	2,047	2	53	4	2	27	15
55-64	2,133	2,001	3	34	9	13	56	17
65+	2,316	2,280	6	6	3	0	14	7
Male	**6,109**	**5,778**	**17**	**89**	**17**	**33**	**106**	**69**
15	198	187	0	0	0	2	7	2
16-17	394	358	0	7	2	2	14	11
18-24	696	628	0	6	3	8	26	25
25-34	801	766	12	7	4	0	12	0
35-44	1,234	1,188	2	0	2	8	23	11
45-54	982	924	0	39	0	2	8	9
55-64	979	915	3	24	3	11	12	11
65+	825	812	0	6	3	0	4	0
Female	**8,730**	**8,330**	**19**	**73**	**23**	**17**	**169**	**99**
15	218	207	0	0	2	0	9	0
16-17	371	334	0	0	0	3	16	18
18-24	1,311	1,218	5	21	2	2	38	25
25-34	1,481	1,425	2	5	7	4	12	26
35-44	1,536	1,469	4	23	2	6	21	11
45-54	1,168	1,123	2	14	4	0	19	6
55-64	1,154	1,086	0	10	6	2	44	6
65+	1,491	1,468	6	0	0	0	10	7

Source: U.S. Bureau of the Census - Census 2000

Table 22: Disabled Population by Demographic Group - 2000 - Region 7B MWA

Demographic Group	Persons With a Disability			Disabled Persons Below Poverty Level
	Total	**Employed**	**Not Employed**	
Total 16+	**32,684**	**8,628**	**11,953**	**5,912**
Sex				
Male	16,902	4,812	6,498	2,698
Female	15,782	3,816	5,455	3,214
Age				
16-20	1,198	521	677	328
21-64	19,383	8,107	11,276	4,200
65+	12,103	NA	NA	1,384
Race/Ethnic				
White	31,701	8,337	11,373	NA
Black	80	33	35	NA
Native American	252	69	161	NA
Asian/Pacific Island	60	38	13	NA
Some Other Race	69	22	43	NA
Two or More Races	522	129	328	NA
Hispanic	223	62	120	NA

Source: U.S. Bureau of the Census

Table 23: Limited English Proficiency By Michigan Works Agency - 2000

Area	Total
Barry - Branch – Calhoun	1,878
Berrien - Cass - Van Buren	3,470
Capital Area	5,009
City of Detroit	19,904
Thumb Area	1,241
CAMWC	1,189
South Central Michigan	1,803
Kalamazoo - St. Joseph	3,066
Kent – Allegan	15,690
Washtenaw County	4,803
Livingston County	577
Macomb - St. Clair	14,598
Saginaw - Midland – Bay	2,394
Oakland County	20,264
Muskegon – Oceana	2,222
Ottawa County	3,619
Career Alliance	2,335
Southeast Michigan	21,413
Region 7B	529
West Central Michigan	769
Northeast Michigan	531
Northwest Michigan	1,493
Eastern Upper Peninsula	226
Central Upper Peninsula	540
Western Upper Peninsula	395
State of Michigan	129,958

Source: U.S. Bureau of the Census

Table 24: Welfare Registrants - December 2006 - Region 7B MWA

Demographic Group	Registrants
Total	**7,329**
Sex	
Male	3,389
Female	3,940
Age	
14-15	-
16-19	774
20-21	429
22-44	4,333
45-54	1,403
55-64	390
65+	-
Race/Ethnic	
White	7,191
Black	51
Native American	29
Other	14
Hispanic	44

Source: Michigan Family Independence Agency
All Assistance Recipients (FIP, FAP) with a Work Requirement

Table 25: Private Industry Employment Analysis - 2ⁿᵈ Qtr. 2006 – Region 7B MWA

NAICS	Industry Title	Number	Percent of Total
	Total, All Industries	**30,558**	**100.0**
111	Crop Production	60	0.2
112	Animal Production	115	0.4
113	Forestry and Logging	135	0.4
114	Fishing, Hunting and Trapping	P	P
115	Agriculture and Forestry Support Activities	P	P
211	Oil and Gas Extraction	35	0.1
212	Mining, Except Oil and Gas	130	0.4
213	Support Activities for Mining.	26	0.1
221	Utilities	P	P
236	Construction of Buildings	586	1.9
237	Heavy and Civil Engineering Construction	179	0.6
238	Specialty Trade Contractors	1,097	3.6
311	Food Manufacturing	25	0.1
312	Beverage and Tobacco Product Manufacturing	P	P
313	Textile Mills	0	0.0
314	Textile Product Mills	P	P
315	Apparel Manufacturing	P	P
316	Leather and Allied Product Manufacturing	0	0.0
321	Wood Product Manufacturing	304	1.0
322	Paper Manufacturing	P	P
323	Printing and Related Support Activities	29	0.1
324	Petroleum and Coal Products Manufacturing	0	0.0
325	Chemical Manufacturing	P	P
326	Plastics and Rubber Products Manufacturing	130	0.4
327	Nonmetallic Mineral Product Manufacturing	137	0.4
331	Primary Metal Manufacturing	P	P
332	Fabricated Metal Product Manufacturing	655	2.1

Table 25: Private Industry Employment Analysis - 2nd Qtr. 2006 – Region 7B MWA

NAICS	Industry Title	Number	Percent of Total
333	Machinery Manufacturing	1,036	3.4
334	Computer and Electronic Product Manufacturing	P	P
335	Electrical Equipment and Appliance Manufact.	P	P
336	Transportation Equipment Manufacturing	1,207	4.0
337	Furniture and Related Product Manufacturing	29	0.1
339	Miscellaneous Manufacturing	395	1.3
423	Merchant Wholesalers, Durable Goods	295	1.0
424	Merchant Wholesalers, Nondurable Goods	212	0.7
425	Electronic Markets and Agents and Brokers	189	0.6
441	Motor Vehicle and Parts Dealers	926	3.0
442	Furniture and Home Furnishings Stores	164	0.5
443	Electronics and Appliance Stores	57	0.2
444	Building Material and Garden Supply Stores	840	2.7
445	Food and Beverage Stores	1,073	3.5
446	Health and Personal Care Stores	329	1.1
447	Gasoline Stations	845	2.8
448	Clothing and Clothing Accessories Stores	342	1.1
451	Sporting Goods, Hobby, Book and Music Stores	287	0.9
452	General Merchandise Stores	1,392	4.6
453	Miscellaneous Store Retailers	309	1.0
454	Nonstore Retailers	415	1.4
481	Air Transportation	0	0.0
483	Water Transportation	0	0.0
484	Truck Transportation	354	1.2
485	Transit and Ground Passenger Transportation	55	0.2
486	Pipeline Transportation	P	P
487	Scenic and Sightseeing Transportation	0	0.0
488	Support Activities for Transportation	204	0.7

Table 25: Private Industry Employment Analysis - 2ⁿᵈ Qtr. 2006 – Region 7B MWA

NAICS	Industry Title	Number	Percent of Total
491	Postal Service	P	P
492	Couriers and Messengers	128	0.4
493	Warehousing and Storage	P	P
511	Publishing Industries, Except Internet	139	0.5
512	Motion Picture and Sound Recording Industries	30	0.1
515	Broadcasting, Except Internet	31	0.1
516	Internet Publishing and Broadcasting	0	0
517	Telecommunications	101	0.3
518	ISP's, Search Portals and Data Processing	P	P
519	Other Information Services	0	0.0
521	Monetary Authorities - Central Bank	0	0.0
522	Credit Intermediation and Related Activities	784	2.6
523	Securities, Commodity Contracts, Investments	4	0.0
524	Insurance Carriers and Related Activities	248	0.8
525	Funds, Trusts and Other Financial Vehicles	0	0.0
531	Real Estate	204	0.7
532	Rental and Leasing Services	184	0.6
533	Lessors of Nonfinancial Intangible Assets	0	0.0
541	Professional and Technical Services	576	1.9
551	Management of Companies and Enterprises	47	0.2
561	Administrative and Support Services	866	2.8
562	Waste Management and Remediation Services	112	0.4
611	Educational Services	47	0.2
621	Ambulatory Health Care Services	1,928	6.3
622	Hospitals	1,402	4.6
623	Nursing and Residential Care Facilities	1,525	5.0
624	Social Assistance	371	1.2
711	Performing Arts and Spectator Sports	38	0.1

Table 25: Private Industry Employment Analysis - 2nd Qtr. 2006 – Region 7B MWA

NAICS	Industry Title	Number	Percent of Total
712	Museums, Historical Sites, Zoos and Parks	0	0.0
713	Amusements, Gambling and Recreation	609	2.0
721	Accommodation	724	2.4
722	Food Services and Drinking Places	4,010	13.1
811	Repair and Maintenance	365	1.2
812	Personal and Laundry Services	306	1.0
813	Membership Associations and Organizations	508	1.7
814	Private Households	47	0.2

Source: Michigan Department of Labor & Economic Growth
Bureau of Labor Market Information and Strategic Initiatives
Quarterly Census of Employment & Wages – ES 202

P: Protected Data

Table 26: Per Capita Personal Income By County – 1994 – 2004

County	1994	2004	County	1994	2004
Alcona	15,869	22,236	Grand Traverse	21,258	31,600
Alger	14,657	20,919	Gratiot	17,158	23,322
Allegan	19,575	27,431	Hillsdale	17,396	24,465
Alpena	18,077	26,461	Houghton	15,237	22,064
Antrim	17,622	27,703	Huron	18,987	28,548
Arenac	15,645	23,102	Ingham	21,753	29,839
Baraga	14,648	20,702	Ionia	15,585	22,878
Barry	19,785	29,234	Iosco	17,095	21,555
Bay	20,198	27,658	Iron	15,347	24,264
Benzie	18,050	25,963	Isabella	16,187	23,465
Berrien	19,859	28,684	Jackson	19,268	26,902
Branch	16,192	23,228	Kalamazoo	22,788	31,719
Calhoun	20,198	27,601	Kalkaska	16,025	20,131
Cass	18,566	28,255	Kent	22,782	32,416
Charlevoix	19,825	30,453	Keweenaw	16,545	24,399
Cheboygan	16,417	24,580	Lake	14,785	21,013
Chippewa	14,402	20,776	Lapeer	21,475	28,074
Clare	14,715	22,179	Leelanau	22,242	34,429
Clinton	21,246	29,692	Lenawee	20,651	28,408
Crawford	14,808	21,650	Livingston	26,484	35,780
Delta	17,959	26,077	Luce	18,503	19,605
Dickinson	19,488	29,021	Mackinac	18,783	27,182
Eaton	22,426	28,864	Macomb	24,157	34,448
Emmet	21,470	32,709	Manistee	16,614	24,165
Genesse	24,007	28,130	Marquette	17,483	25,676
Gladwin	15,493	21,965	Mason	17,569	25,078
Gogebic	15,893	22,801	Mecosta	15,402	20,920

Table 26: Per Capita Personal Income By County - 1994 - 2004

County	1994	2004	County	1994	2004
Menominee	17,769	23,592	Ottawa	22,632	29,720
Midland	25,343	35,030	Presque Isle	15,665	22,004
Missaukee	15,017	20,710	Roscommon	16,507	22,476
Monroe	22,522	30,320	Saginaw	19,762	26,416
Montcalm	15,556	21,269	St. Clair	20,936	29,374
Montmorency	14,553	20,904	St. Joseph	18,951	25,267
Muskegon	17,506	25,406	Sanilac	18,209	25,809
Newaygo	16,958	22,697	Schoolcraft	15,971	22,878
Oakland	33,678	50,991	Shiawassee	19,780	24,476
Oceana	16,121	22,696	Tuscola	17,842	22,667
Ogemaw	14,240	20,709	Van Buren	17,696	25,038
Ontonagon	16,917	23,860	Washtenaw	27,437	39,528
Osceola	15,859	21,775	Wayne	21,400	30,006
Oscoda	13,685	18,238	Wexford	16,966	23,920
Otsego	18,463	25,410	Michigan	22,694	32,079

Source: U.S. Department of Commerce
                Bureau of Economic Analysis

TABLE DESCRIPTIONS

Following is a discussion of basic data elements presented in the Annual Planning Information Report. The data elements are divided into: **economic indicators** that cover data on population, labor force, industry employment, labor supply and occupational demand; **appendices** that contain statistical tables on specific demographic categories. Following each data element is a discussion of relevant issues, particularly definitions and data availability.

<u>ECONOMIC INDICATORS</u>

POPULATION Population information in this report is from the 2000 decennial census of the U.S. Bureau of the Census.

LABOR FORCE Labor force statistics, which are produced by the Michigan Department of Labor & Economic Growth (DLEG), Bureau of Labor Market Information and Strategic Initiatives refer to an estimate of the number of persons, 16 years of age and older who are considered to be employed or unemployed. The data in the tables is for the most recent available year.

INDUSTRY EMPLOYMENT The Michigan Department of Labor & Economic Growth, Bureau of Labor Market Information and Strategic Initiatives produces industry employment data from two primary programs. The first, and most comprehensive, is the Covered Employment Statistics program. This information is based on the ES-202 database of all employers covered by the Michigan Employment Security Act. This data reflects over 90 percent of all employers doing business in Michigan, and excludes railroad employees, commission sales workers, unpaid family workers and elected officials.

Industry employment data in this report is provided for the total Michigan Works Agency (MWA). Since this data is not available below the county level, sub-county MWA's are provided with their respective county level information. Average employment levels are presented by three-digit North American Industry Classification System (NAICS) for the latest year available. Data for some industries have been excluded to prevent disclosure of confidential information. Since this employment data represents the most current count of jobs by place of work at the county level, it is useful in analyzing local area employment structure and trends.

LABOR SUPPLY Estimates of the number of persons unemployed by county are generated on a monthly basis by the Michigan Department of Labor & Economic Growth, Bureau of Labor Market Information and Strategic Initiatives. In addition, this section of the planning report presents data from the Michigan Department of Education on graduates from high school and higher education. The Michigan Talent Bank provides occupational and educational summaries of job applicants who have registered with Michigan's Employment Service as available and seeking work. The data summarizes the characteristics of active job applicants for the period July 1, 2006 to September 30, 2006.

OCCUPATIONAL OUTLOOK Forecasts of industry employment growth are applied against an industry-occupational matrix to project employment for wage and salary workers. The matrix reflects occupational staffing patterns; each occupation as a percent of the work force in every industry. Data for current staffing patterns comes from the Occupational Employment Statistics survey program, which collects data from employers on a three-year cycle. Data on self-employed workers in each occupation is obtained from the Current Population Survey. Self-employed workers are projected separately.

APPENDICES

POPULATION LIVING BELOW THE POVERTY LEVEL The poverty data was derived from answers to long-form questionnaire Items 31 and 32 of the 2000 Census. The Census Bureau uses the federal government's official poverty definition, which was developed by the Social Security Administration (SSA) in 1964.   The Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who is living below the poverty level. If a family's total income is less than the family's threshold, then that family, and every individual in it, is considered living below the poverty level.

Poverty thresholds do not vary geographically, but they are updated annually for inflation using the Consumer Price Index (CPI-U). The same poverty measure counts money income before taxes and does not include capital gains and noncash benefits (such as public housing, medicaid, and food stamps). Poverty is not defined for people in the military, institutional group quarters, or for unrelated individuals under age 15. They are excluded from the poverty universe (i.e. they are considered neither as "poor" nor as "nonpoor.")

DISABLED POPULATION   The data on disability were derived from answers to long-form questionnaire Items 16 and 17 of the 2000 Census. Item 16 was a two-part question that asked about the existence of the following long-lasting conditions: (a) blindness, deafness, or a severe vision or hearing impairment and (b) a condition that substantially limits one or more basic physical activities, such as walking, climbing stairs, reaching, lifting, or carrying.

Item 17 was a four-part question that asked if the individual had a physical, mental, or emotional condition lasting 6 months or more that made it difficult to perform certain activities. The four activity categories were: (a) learning, remembering, or concentrating (mental disability); (b) dressing, bathing, or getting around inside the home (self-care disability); (c) going outside the home alone to shop or visit a doctor's office (going outside the home disability); and (d) working at a job or business (employment disability).

A disabled individual is defined as an individual who is five years old or older and has a sensory, physical, mental, or self-care disability; or who is 16 years old and over and has a going outside the home disability; or who is 16 to 64 years old and has an employment disability.   The tables present demographic characteristics on the total disabled population, those who are employed and those who are not employed. Additional information is provided on the poverty status of the total disabled population.

LIMITED ENGLISH LANGUAGE PROFICIENCY The information in this table is based on 2000 Census data on ability to speak English. Data on ability to speak English were derived from the answers to long-form questionnaire Item 11c, which was asked of a sample of the population. Respondents who reported that they spoke a language other than English in long-form questionnaire Item 11a were asked to indicate their ability to speak English in one of the following categories: "Very well," "Well," "Not well," or "Not at all." The data on ability to speak English represent the person's own perception about his or her own ability. The table presents data on those individuals who did not respond "very well" to questionnaire Item 11a, and are considered linguistically isolated, and therefore, have difficulty speaking English.   Information in this table is only available for the total MWA.

WELFARE REGISTRANTS Information in this table may be useful for additional program planning needs. The table is based on information from the Family Independence Agency and represents as of December 2006 an actual count of individuals receiving financial support from the Family Independence Program (FIP) and Food Assistance Program (FAP).

The information is provided by sex, race and age for each Michigan Works Agency. Registrants are recipients who meet the worker requirement and must participate in training as well as work assignment. Information in the table is only available for the total MWA.

PRIVATE INDUSTRY EMPLOYMENT ANALYSIS This data represents employment by MWA by detailed three-digit North American Industry Classification System (NAICS) from the Covered Employment Statistics ES-202 database. Data in certain industries is not published to protect confidential information.

PER CAPITA PERSONAL INCOME   Per capita personal income estimates presented in this publication were produced by the U.S. Department of Commerce, Bureau of Economic Analysis. Personal income and derivative measures have a broad range of application. They are widely used in both the public and private sectors. For state and local governments, the estimates are useful inputs in economic resource profiles and in economic models developed for planning purposes.

Per capita personal income of an area is the income received by, or on behalf of all the residents of the area. Personal income is the sum of wage and salary disbursements, other labor income, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustments, personal dividend income, personal interest income, and transfer payments, less personal contributions for social insurance.

OCCUPATIONAL PROJECTIONS The tables list detailed occupational projections for the MWA for the period 2002 - 2012. Included are employment levels for both years, net and percentage change in employment and data on annual openings.

GLOSSARY

BENCHMARK (CURRENT EMPLOYMENT STATISTICS) indicates the most recent time period during which the industry employment estimates, which are based on a monthly sample of local employers, were compared with and adjusted to the total count of area jobs as reported under the Michigan Employment Security Act. Additionally, estimates of noncovered employment are included.

BENCHMARK (CURRENT POPULATION SURVEY) indicates the most recent time period during which the labor force, employment and unemployment estimates, by place of residence, were compared with and adjusted to the national household survey conducted in Michigan by the U.S. Bureau of Labor Statistics (BLS).

CIVILIAN LABOR FORCE (BY PLACE OF RESIDENCE) is the summation of the number of area residents who are estimated to be employed and the number of area residents estimated to be unemployed.

CURRENT POPULATION SURVEY is conducted monthly in approximately 2,000 Michigan households by the U.S. Bureau of the Census to derive civilian labor force, total employment and unemployment estimates for the state. These estimates are prepared directly by the U.S. Bureau of Labor Statistics (BLS) and are used by the Michigan Department of Labor & Economic Growth (DLEG) as an input into the production of labor force statistics for the state of Michigan. Labor force estimates for substate areas are generated by DLEG based on standard BLS procedures. These independently derived figures for labor market areas are then adjusted for additivity to the statewide totals.

EMPLOYMENT, TOTAL includes an unduplicated estimate of area residents who earned wages during the week including the 12th of each month. This estimate includes agricultural employees, self-employed and unpaid family workers, domestics and strikers, as well as residents who were employed in wage and salary jobs within the labor market area or in another labor market area.

INDUSTRY EMPLOYMENT (BY PLACE OF WORK) is an estimate of the number of jobs in an area based on a survey of employers during the survey week. These estimates are available by industry and include nonresidents who commute into the labor market area for work, as well as individuals who have more than one job in the same labor market area.

LABOR MARKET AREAS (LMA'S) consist of a central community and surrounding territory in which there is a concentration of economic activity or labor demand and in which workers can generally change jobs without changing their residence. Major labor market areas (MSA's) have a central city (or adjoining cities) with a population of 50,000 or more. Small labor market areas must have a central community that has a population nucleus of 5,000 or more.

METROPOLITAN STATISTICAL AREAS (MSA'S) are designated and defined by the U.S. Department of Commerce so that local economic and social statistics collected by many government and private organizations may be presented on a common geographic basis. Areas qualifying as metropolitan statistical areas have either a city with a population of at least 50,000 or a Bureau of the Census urbanized area of at least 50,000 and a total metropolitan statistical area population of at least 100,000.

MICHIGAN WORKS AGENCIES (MWA's) are geographic areas designated by the Governor to develop and implement relevant employment and training programs in the local area.

UNEMPLOYMENT RATE is the total number of unemployed in the labor market area divided by the civilian labor force in the labor market area.

UNEMPLOYMENT, TOTAL is an unduplicated estimate of area residents who did not earn any wages during the survey week including the 12th of the month, and who were able, available, and actively seeking work during the thirty-day period preceding the survey week.

Attachment D: Project Timeline

	Task	November 2006	December 2006	January 2007	February 2007	March 2007	April 2007	May 2007	June 2007	July 2007	August 2007	September 2007	October 2007
	Developing a coordinated Regional Strategy for the 21st Century Workforce Region 7B Consortium												
1	Creating a Unified Local Approach to Working with Employers												
	Stakeholders Meetings	X		X		X		X		X		X	ongoing
	Coordinate Employer Visits	X											
	Information Sharing	X	X	X	X	X	X	X	X	X	X	X	ongoing
	Cross Training	X	X										
	Develop/Procure Database												Dec 07
	Service Matrix									X			
2	Assess/Update Workforce & Economy												
	Asset Mapping Training								X				
	Review DLEG LMI produced Industry Sector Analysis and LMI Annual Planning Information						X	X					
	Develop report on Regional Workforce and Economy										X		
	Develop a Regional Plan to meet the needs of the regional workforce												Dec 07
	Create common database												Dec 07
	Develop a web-based resource map											X	

#	Task											
	Agree to update resource map and common data base as needed											X
3	Rapid Response											
	Provide coordinated regional planning efforts that involve a quick economic adjustment response to sudden and severe dislocations by convening local stakeholders and key partners to develop a coordinated plan and leverage resources					X	X					
	Development of a regional plan					X						
	Provide Model to key partners						X					
	Implement Regional Model							X				
	Procure and purchase web-based tracking system											Dec 07
4	Layoff Aversion											
	Business Solution Training							X				
	Explore, procure and purchase business retention/communication software											Dec 07
	Develop web-based resource map									X		
	Creation of plan to coordinate and market resources									X	X	

	Assist in cross training												
5	Develop, attract, retain talent												
	Assist in assessing current workforce needs, educational attainment requirements and demand occupation												
	Continue to develop career awareness programs	X	X	X	X	X	X	X	X	X	X	X	ongoing
	Assist in development of a career website												X
	Procure ACT Work Keys assessments, Job Profiling and Work Readiness Cert										X		
	Implement a new Skills Information Model to develop accelerated training programs												X
	Promote and implement 21st Century Scholarship Program	X	X	X	X	X	X	X	X	X	X	X	X
6	Develop and implement communications strategy												
	Develop Plan										X	X	X
	Develop and distribute newsletter										X	X	X
	Press releases										X	X	X
	Incorporate Initiative into presentations										X	X	X
	Community summits												Dec 07

CREATING THE 21ST CENTURY WORKFORCE PLAN

<u>Michigan Works Region 7B Consortium</u>

The Michigan Works Region 7B Consortium for the past 9 months has been engaging the community leaders and stakeholders of East Central Michigan, consisting of six counties (Arenac, Clare, Gladwin, Iosco, Ogemaw and Roscommon) to establish a shared set of strategies to address the local and regional workforce goals and priorities identified in this plan.

Michigan Works Region 7B Consortium area partners and stakeholders have a long history of collaboration and are utilizing their excellent working relationship and active participation to develop a coordinated regional strategic plan. The intent of this Strategic plan is to gather regional entities from economic development, workforce development, education, local government and the employment sector to discuss and create an alignment plan to best fit the region's needs.

<u>Michigan Works! Region 7B Consortium Regional Goals</u>

1. **Create a unified local approach to working with employers;**
2. **Assess/Update the status of the local workforce and economy;**
3. **Develop a coordinated, regionally-based and managed rapid response process to address plant closings and mass lay-offs;**
4. **Incorporate a lay-off aversion component with the intent of minimizing plant closings and lay-offs;**
5. **Focus on developing, attracting, and retaining talent to build and support the 21st Century economy; and**
6. **Develop and implement a communications strategy targeted at partners, employers, and the general public.**

<u>The Approach/Project Narrative</u>

The continuing approach will be an alignment of existing regional efforts with a coordinated regional strategy. Michigan Works Region 7B Consortium proposes to secure a consultant to facilitate the planning process. By using neutral facilitator our local area will be able to develop a plan that will further strengthen our collaborative partnerships and help position workforce development as a key player to ensure the success of Michigan businesses in a global economy. Our consultant will foster an open exchange of ideas to produce dialogue and feedback leading to subsequent action. A neutral consultant is important because while all factions have common overall goals, each has different interests. The design of a planning process by an Executive Steering Committee (ESC) will result in an overall regional plan that will involve members and provide vital input from key leadership from workforce development, economic development, education, labor, and employers.

ROLE OF THE EXECUTIVE STEERING COMMITTEE

The task of the ESC will be to accomplish the charge of this 21st strategic plan and be inclusive of elements of a coordinated regional strategy to address the workforce needs in our area.

Michigan Works! Region 7B Consortium Regional Goals

1) **Creating a unified local approach to working with employers:** Through facilitation, the region's ESC and local workgroups will identify our partners' vision of the best method to ensure a "one knock" program to employers. One desired outcome may be a standardized outreach instrument for use by all workforce and economic development agencies when working with employers. Efforts will also focus on methods of coordinating employer calls, sharing visit dates and meeting content.

   KEY PARTNERS (For complete list see Attachment A)
   MWA BUSINESS LIASONS
   MEDC ACCOUNT MANAGERS
   COMMUNITY COLLEGE WORKFORCE DEVELOPMENT STAFF
   LOCAL ECONOMIC DEVELOPMENT STAFF

   STRATEGIES/ACTIVITIES
   a. Conduct a series of stakeholder meetings to develop a unified approach toward working with employers.
   b. Coordinate employer visits whenever possible to ensure a "one knock" approach.
   c. Share information and meeting content when making employer calls or visits when other partners are unable to participate.
   d. Commit to cross training of each entities services and resources available.
   e. Once a common data base is developed or procured, it will be the responsibility of each entity to enter meeting content on data base. This may include date of call or visit, items discussed, resources committed, additional needs, etc. In addition, the region is looking into a Web based business retention program that will be shared with all of the key partners listed above.
   f. Prepare a matrix of services provided by organizations in the region. Matrix will contain organization name, contact information and a summary of services provided.

   RESPONSIBILITIES (INDIVIDUALS/ORGANIZATION)

   Mark L. Berdan, Region 7B Consortium- provides project oversight, direction and facilitates stakeholder meetings.

Robert Caillier, Region 7B Consortium- responsible for development and refinement of matrix of services and providers. In addition, will provide technical evaluation of common data base.

TIMEFRAMES
See Attachment D (timelines)

MILESTONES
1)   Partner cross training (March 2007 & ongoing)
2)   Procurement/selection of business retention/contact software
3)   Matrix of services
4)   Key partner training on procured software

STATUS
A.   Meetings with stakeholders including Michigan Works Business Liaisons, local economic develop leaders as well as local Michigan Economic Development Corporation (MEDC) staff have already been taking place and will continue bi-monthly.
B.   MWA staff, MEDC staff and local economic development staff have all committed to the "one knock" approach whenever possible.
C.   Stakeholders currently share information when make employer call when all partner are unable to participate. This is currently being done via phone calls e-mail and team meetings. The communication process will be greatly enhanced with the purchase of a common data base.
D.   Efforts to cross train staff on each entities services and resources have taken place and are on-going as resources and programs change.
E.   Common Data Base- looking into purchasing Synchronist or similar product.
F.   Resource Mapping/Matrix of Services- Currently being developed and is expected to be complete by July 31st, 2007.

2)   <u>**Assess/Update the status of the local workforce and economy**</u>: In order to assess/update the status of the local workforce and economy Michigan Works staff and possibly other key partners will participate in asset mapping training in June of 2007. This in addition to the Industry Sector Analysis(Attachment B) and Annual planning information(Attachment C) provided by DLEG LMI staff and additional information provided by local EDC specialists will allow Michigan Works it's key partners to assess the regional workforce and economy.   The final outcome will be a regional analysis of the local workforce and economy. This will be shared with all key partners as well as the local community. In addition it is the goal of the ESC that a **common database** will be developed that all regional agencies can access to ascertain employers' needs as well as a **web-based resource map** that includes organizations, businesses and services in the region for use by business, industry, and the public.

KEY PARTNERS(For complete list see Attachment A)
MWA STAFF
MEDC ACCOUNT MANAGERS
COMMUNITY COLLEGE WORKFORCE DEVELOPMENT STAFF
LOCAL ECONOMIC DEVELOPMENT STAFF
DLEG TECHNICAL ASSISTANCE STAFF
DLEG LABOR MARKET INFORMATION STAFF

STRATEGIES/ACTIVITIES
a.   Attend asset mapping training in June of 2007
b.   Review DLEG LMI produced Industry Sector Analysis and LMI Annual
      Planning Information.
c.   Develop report on Regional Workforce and Economy.
d.   Develop a Regional Plan to meet the needs of the regional workforce
e.   Create a common data base that all regional agencies can access to
      determine and document employer needs.
f.   Develop a web-based resource map that includes organizations, businesses
      and services in the region for use by business, industry, and the public.
g.   Agree to update resource map and common data base as needed.

RESPONSIBILITIES (INDIVIDUALS/ORGANIZATIONS)

Mark L. Berdan, Region 7B Consortium, provides project oversight,
            direction and facilitates regional meetings.

Robert Caillier, Region 7B Consortium- responsible for asset mapping and
web based resource map. Will provide technical evaluation of common data base.

Local Chamber of Commerce and Economic Development Specialists- Assist
in the dissemination of Regional Plan to address workforce needs**.** Assist in the
development and agree to update resource map and common data base as needed.

Jason Palmer DLEG LMI- Provide Industry Sector Analysis and LMI Annual
Planning Information and update LMI information

TIMEFRAMES
See Attachment D (timelines)

MILESTONES
1)   Annual planning and Industry Sector Analysis data received from DLEG
      LMI
2)   Asset mapping training June 7, 2007
3)   Regional Report on Regional Workforce and Economy will be completed
      in August of 2007

4) Regional Report on Regional Workforce and Economy will be presented in September of 2007 to all key partners and WDB, LEO, EAG and community leaders.
5) Plan on how to address the needs of the Regional Workforce and Economy will be developed by December of 2007.

STATUS

a) Asset Mapping- Staff signed up to attend June 7th training.
b) Review of DLEG LMI information- Industry Sector Analysis(Attachment B) and Annual Planning Information(Attachment C) has been received and reviewed. Additional data is being explored as well as information from local EDC representatives from local Economic Development Specialists.
c) Report on Regional Workforce and Economy- Will be developed by August of 2007.
d) Regional Plan to meet the needs of Regional Workforce – to be developed by December 2007.
e) Common data base- to be procured purchased and partner training by December of 2007. Staff has been reviewing existing employer data bases used in other areas to present to partners for consideration. One such data base – Synchronist CRTS uses a defined executive survey to capture detailed information about the company, their clients, and the community. It is an Internet based software program delivered via browser and secured Internet connection. It supports full local, regional, and statewide collaboration between partners. It allows partners to enter information as they call and/or visit employers.
f) Web Based resource map- to be developed and distributed by September 2007.
g) Update resource map- On-going

ADDITIONAL NEEDS

A. Obtain the Business Employment Dynamics (BED) tool currently being developed by DLEG LMI staff.
B. Obtain Local Employment Dynamics (LED) tool currently being developed by DLEG LMI staff.

3) **Develop a coordinated, regionally-based and managed rapid response process to address plant closings and mass lay-offs:** While our six-county area currently benefits from the State's and MWA-led rapid response programs, the creation of additional methods can better serve dislocated workers. Re-training can highlight the emerging industries in Michigan: Advanced manufacturing, expanding health care, alternative energy, life sciences, and information technology will create a more knowledge-based workforce. **A skills-gap analysis** conducted in selected employment sectors can identify what training remedies will be needed. With planning facilitation, the region's vision will include lay-off

assessment questions in the standardized uniform instrument. Priority will be given to coordinate company and community resources to maintain the worker and his/her family as they transition to new employment.

KEY PARTNERS (For complete list see Attachment A)
MWA STAFF
MEDC ACCOUNT MANAGERS
COMMUNITY COLLEGE WORKFORCE DEVELOPMENT STAFF
DLEG RAPID RESPONSE STAFF
LOCAL ECONOMIC DEVELOPMENT STAFF
MICHIGAN UNEMPLOYMENT AGENCY STAFF

STRATEGIES/ACTIVITIES
a.   Provide coordinated regional planning efforts that provide a quick economic adjustment response to sudden and severe dislocations by convening local stakeholders and key partners to develop a coordinated plan and leverage resources.
b.   Development of a regional plan that includes the design and implementation of an early warning system that identifies and addresses the needs of at-risk companies. Provide a Regional Model using past layoff aversion services to at-risk companies and the DLEG model. (Please note our local area uses a model very similar to the one provided in the 21st Century Regional Planning Tool Kit). (See Attachment E).
c.   Provide Model to key partners who are involved with the Rapid Response process.
d.   Key partners will implement Regional Model during future sudden and severe dislocations.
e.   Procure and purchase web-based tracking system to enable Key Partners to communicate and identify at-risk businesses.   Provide early intervention to identified businesses.

RESPONSIBILITIES (INDIVIDUALS/ORGANIZATION)

Mark L. Berdan, Region 7B Consortium, provides project oversight, direction and facilitates Rapid Response meetings.

Robert Caillier, Region 7B Consortium- responsible for project oversight, direction and facilitates Rapid Response meetings. Looking into Sychronist software for tracking businesses and at risk companies.

Lisa Bolen, Michigan Works(subcontractor) Program Director, provides rapid response services through subcontractor staff.

Maggie Sayles, DLEG Rapid Response Unit, provides information on available delivery systems, including Joint Adjustment Committees(JACs), Peer to Peer Program, worker orientation meetings.

Local Chamber of Commerce and Economic Development Specialists- Assist in notifying and assisting key partners of an impending mass layoff of facility closure.

TIMEFRAMES
See Attachment D (timelines)

MILESTONES
See Michigan Works Region 7B Consortium Rapid Response Model (Attachment E).

STATUS

a) Michigan Works and key partners have developed a Regional Rapid Response model that provides a quick economic adjustment response to sudden and severe dislocations. (See Attachment E).
b) Early warning system- Selection of business retention/tracking system will allow key partners to identify and notify other partners when companies are at risk of closing. In addition, we will be requesting assistance from DLEG staff to assist us in identifying businesses that are at risk.
c) Rapid Response Model- Plan to have a stakeholders meeting in early July of 2007 to discuss model.
d) Michigan Work and Key partners will begin implementing Rapid Response Model for all sudden and severe dislocations in June of 2007.
e) Procure and purchase web-based tracking system- Procure, purchase and key partners trained by December of 2007.

4) **Incorporate a lay-off aversion component with the intent of minimizing plant closings and lay-offs:** A new lay-off aversion component will build upon the current strengths of the State's programs. The facilitation process will lead partners to the creation of a plan to coordinate and market existing resources to business, industry, and the workforce. The resulting communication and cross-training from this facilitated effort will immediately benefit our economic development, workforce development, education, and employment partners. Key partners and Michigan Works Staff will attend the Business Solutions Training Course.

KEY PARTNERS(For complete list see Attachment A)
MWA STAFF
MEDC ACCOUNT MANAGERS
COMMUNITY COLLEGE WORKFORCE DEVELOPMENT STAFF
DLEG RAPID TECHNICAL ASSISTANCE STAFF
LOCAL ECONOMIC DEVELOPMENT STAFF

STRATEGIES/ ACTIVITIES
a. Michigan Works staff and key partners will participate in **Business Solutions Training.**
b. Explore, procure and purchase business retention/communication software (such as synchronist)to be used by key partners to identify "at risk" businesses and to communicate with one another.   This will allow regional agencies to determine and document employer needs.
c. Utilize DLEG technical assistance to identify "at risk companies.
d.   Develop a web-based resource map that includes organizations, businesses and services in the region for use by business, industry, and the public.
e.   Creation of a plan to coordinate and market existing resources to business, industry, and the workforce.
f.   Assistance in cross training other agencies.

RESPONSIBILITIES (INDIVIDUALS/ORGANIZATION)

Mark L. Berdan, Region 7B Consortium, provides project oversight,
        direction and facilitates Rapid Response meetings.

Robert Caillier, Region 7B Consortium- responsible for project oversight,
        direction and facilitates Rapid Response meetings. Looking into
        Sychronist software for tracking businesses and at risk companies.

Lisa Bolen, Michigan Works(subcontractor) Program Director, provides
        rapid response services through subcontractor staff.

Maggie Sayles, DLEG Rapid Response Unit, provides information on available delivery systems, including Joint Adjustment Committees (JACs), Peer to Peer Program, worker orientation meetings.

TIMEFRAMES
See Attachment D (timelines)

MILESTONES
1)   Business Solutions Training.- Scheduled for June 7th, 2007
2)   Procure and purchase business retention/communication software-
        Purchase and training by December 2007.
3)   Web-based resource map- September 2007.

STATUS
While much coordination and cross training has already taken place our region still lack a coordinated plan to market all of our existing resources to business, industry and the workforce.

5) **Develop, attract, and retain talent to build and support the 21$^{\underline{st}}$ Century economy:** Desired outcomes include methods to assess both current workforce educational attainment and long-term goals. Quality of life issues are particularly critical for younger knowledge-workers, therefore, we will identify community organizations that can provide leadership and establish a plan to build and market regional identity. A **career awareness program** and a **career website** are two possible outcomes. Procure ACT Work keys assessments, Job Profiling and Work readiness Certification. Provide to new and existing employers.

KEY PARTNERS(For complete list see Attachment A)
Community Colleges and M-TEC
Economic Development specialists
Workforce Development Board
Education Advisory Group
Career and Technical Education programs
Workforce Training Advisory Board
K-12

STRATEGIES/ACTIVITIES
a. Assist in assessing the current workforce needs, educational attainment requirements and demand occupations of our region.
b. Continue to develop career awareness programs
c. Assist in the development of a career website for our region.
d. Procure ACT Work keys assessments, Job Profiling and Work readiness Certification. Provide to new and existing employers
e. Implement a new Skills Information Model to develop accelerated training programs.
f. Promote and implement 21st Century Scholarship Program as designed by MDLEG.

RESPONSIBILITIES

Mark L. Berdan, Region 7B Consortium- provides project oversight and direction
Robert Caillier, Region 7B Consortium- responsible for project oversight and direction. Procurement of ACT Work keys assessments, Job Profiling and Work readiness Certification.
Jason Palmer, DLEG LMI- Assist in assessing the current workforce needs, educational attainment requirements and demand occupations of our region.
Region 7B Consortium EAG- Implement a new Skills Information Model to develop accelerated training programs.
Michigan Works (Subcontractor staff)- Promote and implement 21st Century Scholarship Program as designed by MDLEG.

TIMEFRAMES
See Attachment D timelines

MILESTONES
1.   Asset Mapping Training- Will occur after June 7th , 2007 training.
2.   Service Provider Matrix
3.   Procure ACT Work keys assessments, Job Profiling and Work readiness Certification.
4.   Develop career awareness programs- currently have one in each of our six counties for younger youth.
5.   Development of a career website – under development.
6.   21st Century Scholarship Program- Already under way, all funds obligated.
7.   Implement a new Skills Information Model- Ongoing

STATUS
a.   Assist in assessing the current workforce needs, educational attainment requirements and demand occupations of our region. Ongoing.
b.   Development career awareness programs- Completed, we currently have one in each of our six counties
c.   Development of a career website for our region- Under development
d.   Procure ACT Work keys assessments, Job Profiling and Work readiness Certification.- To be completed soon.
e.   Implement a new Skills Information Model to develop accelerated training programs- Need training assistance
f.   While we all have completed various needs assessments of our region, there is a need to continuously update these and possible conduct a comprehensive needs assessment of our entire region. After completion, a career website of our region can be developed as well as coordinated efforts to inform individual of demand occupations, educational requirements and skill sets necessary to become and remain employed in these occupations.

6) **Develop and implement a communications strategy targeted at partners, employers, and the general public:** As part of the facilitation process, a clear, cohesive communications strategy and regional alignment plan will result. Participants in the process will be able to define goals, key messages, target audiences, timelines, methods, and responsibilities. One strategy to increase public awareness will be to plan, market, and hold two community summits; one each to be held at the middle and end of the funded planning period.

KEY PARTNERS (For complete list see Attachment A)
MWA BUSINESS LIASONS
MEDC ACCOUNT MANAGERS
COMMUNITY COLLEGE WORKFORCE DEVELOPMENT STAFF

LOCAL ECONOMIC DEVELOPMENT STAFF
CHAMBERS OF COMMERCE

STRATEGIES/ACTIVITIES

a. Develop a communication plan for the 21st Century Workforce Strategic Plan. This may include different strategies based upon the target audience. For example, staff/partner communication strategies may differ from strategies used to communicate with staff or the general public.
b. Develop and distribute quarterly newsletter regarding the strategic strategies and an update regarding the current status of each of the initiatives.
c. Press releases as needed.
d. Incorporate strategic plan initiative into presentations
e. Community summits

RESPONSIBILITIES (INDIVIDUALS/ORGANIZATION)

Mark L. Berdan, Region 7B Consortium- provides project oversight, direction and facilitates Regional communication meetings and outreach efforts.

Robert Caillier, Region 7B Consortium- assists in the development and implementation of the communication plan.

MWA Business Liasons, Michigan Works- assist in communicating goal and objectives of the regional plan with employers, key partners and the general public.

Barb Hawkins, Region 7B Consortium, assist in communicating goal and objectives of the regional plan with the general public.

TIMEFRAMES
See Attachment D timelines

MILESTONES
1)   Distribute newsletter
2)   Conduct community summits   (December 2007)

STATUS

Since many of the initiatives are currently being developed, communication up until this point has been limited to key partners, ESC Team, WDB, LEO, WTAB and EAG members. Once all of the components of the 21st Century Strategic Plan have been initiated, Community summits and additional public relations will be completed.